

## **ABSTRACT**

**Aisyah Fitri Mutiara Edwina (2021041087)**

### ***Activities of the Marketing Communication Division at PT Kapitol Era Mas***

*During a six-month internship at PT Kapitol Era Mas, a startup in the Food and Beverages (FnB) sector, the intern actively participated in the Marketing Communication division. Key responsibilities included creating Instagram content for the brand, supervising collaborations with Key Opinion Leaders (KOLs), contributing to discussions with mentors, and drafting press releases as needed. These tasks applied knowledge from the subject of Law and Professional Ethics in Public Relations. The intern managed media partnerships based on insights from the Mass Media Management subject and addressed potential issues to prevent crises, drawing on Crisis Management knowledge. Simple surveys were conducted to evaluate the effectiveness of campaign collaborations, reflecting skills from the Communication Seminar subject. Every task in the Marketing Communication division served as a practical application of academic concepts and theories in a real-world professional setting. This hands-on experience also aligned with the objectives of the Professional Work Course. The internship provided valuable insights into the organizational structure of an FnB company, crisis management, media partnership strategies, professional practices, and public relations ethics and laws. It strengthened the intern's ability to integrate theoretical knowledge into workplace challenges while developing a deeper understanding of the industry.*

**Keywords:** *Public relations, Marketing Communication, Internship, Food and Beverages*